

*APPENDIX
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*LIBRARY
IMAGE
AUDIT
CHECKLIST*

LIBRARY IMAGE AUDIT

A Checklist

A library image audit is an audit of the library's internal and external image including printed materials, signs, customer service, grounds, and community perceptions. The following checklist includes basic elements in any such audit.

Library

Date

Outside of Building

- Is the shrubbery or grass maintained?
- Are there areas flower beds could be created? If beds are there, are they maintained regularly?
- Are the signs for the library in good condition? Can you read them? Are they large enough? Do they need repainting? Do they need to be lighted?
- Is there trash on the grounds? Are attractive trash containers available? Are containers available outside for smokers to extinguish cigarettes?
- Is visitor parking prominently marked and plentiful?
- Is the entrance to the building clearly marked?
- Where are other directional signs to the library located in the community? Are the directions well marked and easy to understand?
- Is this a building you would be proud to bring friends and family to?

NOTES:

Inside of Building

- What does someone see he/she first enters the building?
- Where is the information desk? Is it well marked with signs? Is it cluttered or neat? Is it staffed at all times?
- Is there a place such as a bulletin board to post special information? Is it attractively displayed? Is everything current? Is it regularly cleaned?
- Are the hours of operation posted clearly?
- Are all areas of the library kept neat with books, magazines and other materials shelved or attractively arranged.
- Is the furniture in good repair?
- Are the floors or carpet cleaned frequently?
- Are trash containers strategically placed throughout the library?
- Are restrooms clearly marked and kept clean?
- Would you be proud to bring your mother to the library?

NOTES:

Other Items

- How is the library listed in the telephone book? Is the listing in all relevant areas of the book?
- Do key points of contact such as the Chamber of Commerce, city hall, schools and local service stations know where your library is?
- Are library directional signs on well-traveled roads? Are the directions clear to someone unfamiliar with the area?
- What do you do to help patrons with special need?
- Do you know what services are available for patrons with special needs?
- Are the specific areas of the library easy to reach and well marked?
- Do all patrons, regardless of needs or reasons for visiting the library, feel welcome?
- Does the staff understand the importance of good customer service to the library?
- Does the staff understand the role they play in developing and maintaining a positive image for the library?
- Is customer service regularly promoted to the staff?
- What do patrons see first when entering the library?
- How attractive and inviting are the information desk, bulletin board, stacks, reading area, magazines, offices?
- Is staff dressed neatly? Is there a dress code and is it followed? Do you have dress-down day? Do patrons know this? Does the staff know what is acceptable and not for dress down?
- Is the staff knowledgeable about their specific area as well as the library in general?
- Do they know about services for people with disabilities and special needs?
- Are they helpful?

- Do they respond promptly and courteously to requests?
- Do they speak positively about the library and promote its services to civic, church and business groups?

Graphic and Printed Materials

- Do you have letterhead and envelopes for the library?
- Does the staff have business cards?
- Do your printed materials have a special format?
- Do you have special colors for certain program areas or publications?
- Does the staff know the library's policies on printed materials, such as who approves printed pieces? Is there a review of all printed materials before they are finalized?
- Are signs in the library easily read? Are they neatly done? Can patrons with special needs read them?
- Are printed materials grammatically correct and spell checked?
- Does the library have a logo?
- Is it easily recognizable?
- Is it current and does it reflect the image you want of your library?
- Are there guidelines for use of the logo?
- Is there a style guide for the library?

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